

AS E-NEWSLETTER

TRAINING PROJECTS



Jorakay Leadership and Development Program



PROJECT MANAGER:

Assoc. Prof. Dr. Veera Bhatiasevi

Jorakay Leadership and Development Program was conducted from February 9 – May 14, 2024 for Jorakay Corporation Company Limited. The training was held onsite at Jorakay Corporation Company Limited for 30 Senior Executives and Core Managers of the company.

The objective of the course was to provide leadership training for Jorakay's Executives through interactive learning, workshops, and case studies for the following modules: designing and engaging multi-generational and diverse workplace, the ultimate people manager under VUCA time, organizational diagnosis for leaders, the journey of catching and coaching, and value creation leadership.

The Digital Marketing Strategies (DMS) Batch 6

The Digital Marketing Strategies (DMS) Batch 6 program, held on April 27, 2024, a collaboration between Mahidol University International College and Pan Pho Co., Ltd. It offered a Hybrid Experiences format, focusing on sustainable growth strategies. This comprehensive two-day training equipped entrepreneurs and managers with skills for success in the online landscape. Moreover, students learned to craft effective communication strategies and engaging content across social media platforms. Upon completion, participants gained enhanced digital skills for business growth and career advancement.



PROJECT MANAGER:

Asst. Prof. Dr. Dissatat Prasertsakul

Bangkokthonburi Demonstration School Active Learning Teacher Professional Development



PROJECT MANAGER:

Mr. Adriano Quieti

Bangkokthonburi Demonstration School Active Learning Teacher Professional Development was conducted on May 8, 2024. The training was held onsite at Bangkokthonburi Demonstration School for 25 primary teachers.

This professional development session was designed for primary school teachers and focused on further developing active learning in their classrooms. It equipped teachers with the essential strategies and tools to transform their classroom environment, fostering greater student engagement and participation through interactive workshops, group discussions, and hands-on activities.

Digital Advertising Intensive (DAI) Batch 4

Digital Advertising Intensive (DAI) Batch 4 was conducted on May 25, 2024 with Pan Pho Co., Ltd. in collaboration with Mahidol University International College. The training was hybrid with online and onsite with 15 participants. In the post-2024 era, it is important for modern businesses to have a deep knowledge of Hybrid Experiences advertising planning in order to be able to adjust their strategies and reach their target audience with a powerful budget. With the importance of strategy, Pan Pho Co., Ltd., in collaboration with Mahidol University International College (MUIC), organized this training which was created to provide significant information, strategies, tactics, and know-how for better advertising performance.

YOUNG-BOLD: MICRO-MBA" Batch 2

YOUNG-BOLD: MICRO-MBA" Batch 2 was conducted on Saturday, June 15th, to Sunday, June 30th, 2024 with Pan Pho Co., Ltd. in collaboration with Mahidol University International College. The training was hybrid with online and onsite with 35 participants.

The course taught about the skills, strategies, and key ideas to make your business grow strategically, even with minimal or no business management background. The participants learned about the direction of the economy, future world trends, and how to leverage. The course design provided the participants to design a business plan from a clear idea that is actionable and can be applied in reality together with practice and learn strategic planning and techniques to find customers in a competitive market.



PROJECT MANAGER:

Assoc. Prof. Dr. Chanchai Phonthanakitithaworn

CONSULTANCY PROJECTS



PROJECT MANAGER:

Dr. Weerapong Phadungsukanan

Consultancy for Engineering Document Digitalization 11

For: The Gang Technology Co., Ltd.

Budget: 180,000 Baht

Duration: June 19 – 25, 2024